



Groundwork Lawrence Urban Agriculture & Community Planning

March 20, 2015



CHANGING PLACES CHANGING LIVES



Community

- Family Events
- Community Cleanups
- Healthy Living Workshops
- Community Planning

Open Space Environment

- Parks & Playgrounds
- Rivers & Canals
- Tree Canopy
- Trails & Greenways
- Stewardship

Education & Job Training

- Green Jobs
- Service Learning
- Youth Employment
- Schoolyard Gardens
- Environmental Educ.
- STEM Education

Fresh Food Healthy Living

- Active Spaces
- Community Gardens
- Urban Farming
- Farmers Markets
- Veggie Rx & Incentives

Groundwork Lawrence - Mission



- To bring about the sustained regeneration, improvement and management of the **physical environment**
- by developing community-based **partnerships** which
- **empower** people, businesses and organizations to
- promote **environmental, economic and social well-being**

Farmers Market Network



Farmers Market Network



2006

- GWL takes over management of the market

2014

- 3 sites w/health care partners
- \$35,675 in benefits used (EBT, WIC, SFMNP)
- \$4,675 Healthy Living Incentives redeemed

Farmers Market Network



Community Support Agriculture (CSA)



2007

- 1 site
- 62 members

2014

- 20 sites
- 1,200 members
- Over \$500,000 in sales
- 800,000 lbs. of food provided



Community Support Agriculture (CSA)



2014 Hunger Relief

- 88,000 lbs. donated
- 160,000 lbs. purchased by local food banks

GW Share-a-Share™

- \$19,000 donated for fresh food subsidies
- 13,666 lbs. of food subsidized through 57 CSA shares for 30 households

Community & Schoolyard Gardens



Safe-soil growing spaces created

- **8** Community Gardens
- **1** Urban Farm
- **30** Backyard Garden Beds
- **35** Beds in **12** Schoolyard Garden Sites
- **1** Guerilla Garden remediated

Spruce Street Lots



Spruce St. Community Garden



Cross & Cedar St. Lots



Cross & Cedar Garden



Giuffrida Lots



Giuffrida Place Garden



Backyard Garden Containers



Schoolyard Gardens



STEM Education, Healthy Living



FY15

- **1,500** youth served weekly in the schools
- **320** youth served in the summer
- **35** beds
- **12** school gardens



Urban Farm at Costello Park



Youth Entrepreneurship



2014 Season

- **479 lbs.** of produce sold at the market
- **1,501 lbs.** donated to soup kitchen
- **30 youth**

2015 Projection

- **4,000 lbs.** harvested w/new hoop house
- Mobile markets & sales to local retail and restaurants



Project & Program Revenue



Capital

- EEA PARC grant
- MDAR
- CDBG

Subsidies & Program

- Project Bread
- Corporate & Individual Donors
- Foundations
- Earned Income



Changing Places, Changing Lives



Creating a
**healthy
community**

**empowering
residents**

to improve their
quality of life